

Message Text

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PAGE 01 STOCKH 00263 200118Z

67

ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 /050 W

----- 043133

R 191150Z JAN 76

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC

INFO SECSTATE WASHDC 6557

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

AMEMBASSY PARIS

UNCLAS STOCKHOLM 0263

FOR: BIC/OIM: TRAFTON

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: PRINTING & GRAPHICS ARTS EXHIBITION
PROCUREMENT STATUS

1. BASED ON OIM WEEKLY OPERATIONS REPORT DATED DECEMBER
12 AND SUBSEQUENT INFORMATION, FOLLOWING IS PROCUREMENT
STATUS AS SEEN FROM STC FOR STCOKHOLM EVENT.

2. PA'S RECEIVED FROM FOLLOWING:

B. W. DARRAH; MERGENTHALER LINOTYPE; MOHR ENTER-
PRISES; NUARC; PAKO; ZIPATONE; DYMO GRAPHIC SYSTEMS;
OVERLY; HARRIS BINDERY SYSTEMS DIV. INLAC. DICO
FROM TELECON TRAFTON/EARLE JANUARY 14 WE UNDERSTAND
IMLAC CANCELLING DUE TO AGENT SAVEN AB TAKING
MULTI-ACCOUNT BOOTH INCLUDING THEIR PRODUCTS. TOTAL
PA'S RECEIVED ABOVE THEREFORE 10.

3. FOLLOWING COMPANIES ARE VERBALS FOR OIM FOLLOW
UP TO OBTAIN CHECK AND PA: - COLUMBIA RESEARCH; MASTERSON
MACHINE; ADVANCED PROCESS SUPPLIERS; DATA SCREEN;
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PAGE 02 STOCKH 00263 200118Z

ORDIBEL; ITAK GRAPHIC; CONSOLIDATED INTERNATIONAL

(REF. USDOC 19339); TOTAL 7.

4. FOLLOWING COMPANIES ARE VERBALS FOR STC FOLLOW UP: -

AB F. WAGNER (FOR HENDRIX ELECTRONICS, AUTO LOGIC, AUTOMATIC KEYBOARDS, A.B. DICK); SAVEN DATA AB (FOR DATA PRINTER CORP., DELTA DATA SYSTEMS CORP., DIGI-DATA CORP., IMLAC CORP., VERSATEC); AB VILHELM JOHNSEN (REDACTRON, VARISYSTEMS CORP., PHOTOVISION INC.) JOHN W. HENLINS AB (COMPOGRAPHIC). BERKEY GRAPHIC SYSTEMS U.K. OFFICE; SCANTELE AB (REMEX CORP., EXTEL CORP., MASTEN WRIGHT INC., CEM FOR CHASE FOSTER CORP., AND FOURTHLY QUANTRAD CORP.) BONNIERFORETAGEN AB (BRACKETT INC.); ILA TRADING AB (F.P. ROSEBUCK CO. AND POSSIBLY ALL-PURPOSE ROLL-LEAF CO.); A AB MADAX. TOTAL 9.

5. 3M SVENSKA AB, ADDRESSOGRAPH-MULTIGRAPH AB AND GAF SVENSKA AB QUALIFY NOW AS GOOD PROSPECTS BUT NOT VERBALS. ALL THREE VERY INTERESTED IN SHOW BUT UNCERTAIN OF BUDGET QUESTION AND COST OF OTHER COMMITMENTS, E.G. 3M AND A-M ARE IN OFFSET 76. ALSO, ALL APPARENTLY HAVE BIG-COMPANY PROBLEM IN COLLECTING PERSONNEL INVOLVED IN DECISION-MAKING.

6. PRESS CONFERENCE AND AGENTS MEETING TO DISCUSS PROMOTION SCHEDULED FOR FEBRUARY 2. THEREFORE, WHEN OIM VERBALS SUBMIT PA, PLEASE CABLE IMMEDIATELY AGENT'S NAME AND ADDRESS FOR STC TO INVOLVE IN PROMOTION.
STRAUSZ-HUPE

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Message Attributes

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Margaret P. Grafeld
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